



U.S. General Services Administration



GSA Leasing Support Services

Efficiency - Space Solutions - Expertise

Pre-Proposal Conference

Solicitation No. GS-00-P-15-BQ-D-7002

May 6, 2015



Purpose

- **To promote a common understanding of:**
 - Government's Requirements
 - GLS Program and Our Approach
 - Proposal Instructions
- **Small Business Programs and Networking Opportunity**

Administrative Remarks

- Silence all cell phones
- No recording
- Facilities
- Attendee list will be provided on FBO
- Questions submitted in writing will be answered through an Amendment to the Solicitation.* All questions must be submitted by 5:00 PM EST, May 12, 2015.

***Questions submitted during this conference through Meeting Space do not constitute written questions. Written questions must be submitted directly to the Contracting Officer via email.**

Agenda

- 1 Introduction
- 2 Program Overview
- 3 Solicitation Overview
- 4 Questions
- 5 Small Business Programs and Networking Opportunity

Government Representatives

Danny Killian, National Contracting Officer (NCO) - Office of Leasing

Breanna Ackley, National Contracting Officer (NCO) - Office of Leasing

Kameshia Freeman, Director, Center for Real Estate Brokerage Services - Office of Leasing

Pennie Eestrada, Small Business Technical Advisor - Office of Small Business Utilization

Pre-proposal communication

- **Questions are expected to be primarily focused on understanding the Solicitation, particularly focusing on the Section L Proposal Instructions**
- Anything said at this conference or at anytime before proposal closing does not constitute a change in the solicitation. The only changes to the solicitation will be made in a formal, written amendment. All amendments and other information will be posted on the web site at www.fbo.gov. Offerors are reminded they must ACKNOWLEDGE all amendments.
- **All questions must be submitted in writing:**
 - No questions concerning confidential or proprietary information will be answered
 - Verbal answers will be provided, if possible, during this session

Pre-Proposal Communication (cont.)

- **Classification: UNCLASSIFIED**
- **Solicitation type: Request for Proposal (RFP)**
- **After Solicitation Release**
 - FAR 15.201, allows “Exchanges with industry before receipt of proposals”
 - Pre-Proposal Conference constitutes an Informal Exchange of Information
 - To provide Offerors with insight into Government Evaluation of Proposals to aid with Proposal Preparation
 - Pre-Proposal Conference
 - No One-on-One discussions
 - Follow-up comments/questions allowed
- **The Solicitation is the only way to allow industry to respond with a proposal**

Communication Activities

- April 20, 2015 Formal Solicitation Release
- Pre-proposal Conference
 - May 1 - Washington, DC
 - May 6 - Denver, CO
 - May 12 - All questions due
- All follow-on communications shall be coordinated via the Contracting Officer/Contracting Specialist

Danny Killian, National Contracting Officer (primary)

-danny.killian@gsa.gov
-817-978-0250

Breanna Ackley, National Contracting Officer (secondary)

-breanna.ackley@gsa.gov
-312-257-1413

Disclaimer

In the event that there is a conflict between the Solicitation terms and conditions and the information that is disseminated during today's conference, the Solicitation terms and conditions shall control. The formal Solicitation is the only document that should be relied upon in determining the Government's requirements. Any changes to the Solicitation will be with a formal amendment.



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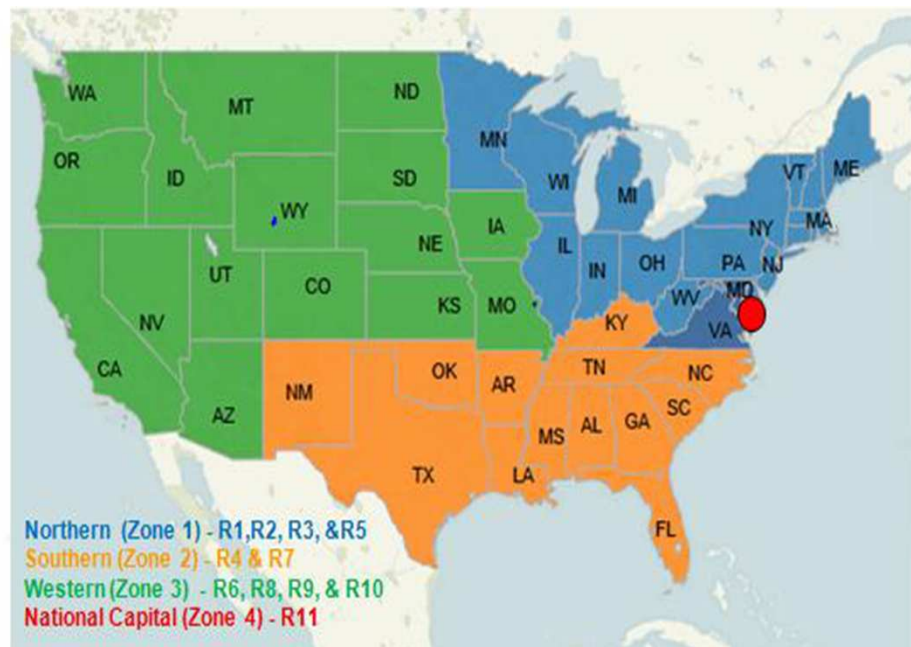
Program Overview

Kameshia Freeman, Director / National Program Manager



GLS National Personnel Structure

- **National Program Manager/Director**
- **National Contracting Officers**
 - Primary - Danny Killian**
 - Secondary - Breanna Ackley**
- **National Contracting Officer Representatives**
 - Bridget Rhodes
 - Vacant
- **Regional Program Officials**
- **Contracting Officers Representatives (Lease Contracting Officers)**



Zonal Map

Northern Zone: Chicago, IL
Southern Zone: Atlanta, GA

Western Zone: San Diego, CA
National Capital Zone: Washington, DC



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Solicitation Overview

Danny Killian, Contracting Officer / Breanna Ackley, Contracting Officer



Solicitation Overview

- **Final Solicitation – Sections A-M**
- **Exhibits**
- **Attachments**
- **Amendments**



Contract Type

- **Full and Open Competition (unrestricted)**
- **Federal Acquisition Regulation (FAR) Part 37 (Service Contract), Firm Fixed Price (FFP) Contract**
 - Uses No Appropriated Funds
- **Indefinite Delivery, Indefinite Quantity (IDIQ) Contract**
- **Services will be performed in accordance with Federal Regulations and GSA Policies and procedures.**

Period of Performance

- Solicitation includes five one-year ordering periods

***Contract minimum quantity**

- The Base Year begins at Contract Notice to Proceed (NTP)
- Completion of GLS Zonal Training and compliance with Sections H.3.4 and H.5 are required prior to issuance of NTP

Sections L and M

- **Following and understanding the instructions in Sections L & M is the key to developing a complete proposal**
- **Proposal Instructions –Section L of the Solicitation**
 - Provides information on how the proposal must be packaged and submitted
- **Evaluation Factors – Section M of the Solicitation**
 - Identifies what will be evaluated
- **A separate and complete Price and Technical Proposal must be submitted for each Zone a firm wishes to be considered for (Price, Technical, and Small Business Subcontracting Plan)**

Award

- Intend on awarding without discussions
- Award based on initial proposals means the Government receives offers that conform with the solicitation and provide the greatest overall benefit to the Government, all factors considered
- GSA may seek Clarifications to an offeror's proposal, however that will not constitute a change to the offer's proposal
- The Government reserves the right to hold discussions, if necessary

Proposal Preparation Considerations

- **Proposals must be tailored to the Zone(s) which the offeror wishes to be considered for (H.1 - Qualification Requirements)**
- **Structure your proposal in accordance with the Proposal Instructions**
- **Can an evaluator quickly find what he/she needs?**
- **Substantiate, don't simply make claims**

Proposal “Best Practices”

- Follow all proposal instructions
- Clearly support statements made in the your proposal
- Ensure references will commit to submitting information on time

Summary

- **Sections L & M are intended to help you provide us with your best value proposal and instruct you in preparing a proposal that will facilitate our evaluation**
- **Keys to Developing a Good Proposal**
 - **Understand the Solicitation requirements**
 - **Understanding the Evaluation Factors will help you know where to place emphasis in your proposal**
- **Intend to award without discussion. Therefore, offeror's proposal must contain the best terms from a price and technical standpoint.**

Questions





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Small Business Programs

Pennie Estrada - Small Business Technical Advisor

